

## ABSTRACT

Text that is adjacent to predetermined indicia is detected in a digital image. Alternatively, or in addition, a digital image can have text that is adjacent to a predefined insertion field. Text that is input and/or derived from an optically scanned image is substituted in the digital image for the predetermined indicia and/or for the predefined insertion field. The substituted text matches the font of text adjacent thereto in the digital image. The digital image having the substitution is rendered.